

SUPPLEMENT 19-A

STATEMENT OF OBJECTIVES (SOO)

The SOO is an alternative to a government prepared SOW. A SOO provides the Government's overall objectives and the offeror's required support to achieve the contractual objectives. Offerors use the SOO as a basis for preparing a SOW which is then included as an integral part of the proposal which the government evaluates during the source selection.

Purpose

SOO expresses the basic, top-level objectives of the acquisition and is provided in the RFP in lieu of a government-written SOW. This approach gives the offerors the flexibility to develop cost effective solutions and the opportunity to propose innovative alternatives.

Approach

The government includes a brief (1- to 2-page) SOO in the RFP and requests that offerors provide a SOW in their proposal. The SOO is typically appended to section J of the RFP and does not become part of the contract. Instructions for the contractor prepared SOW would normally be included in or referenced by Section L.

SOO Development

Step 1: The RFP team develops a set of objectives compatible with the overall program direction including the following:

- User(s) operational requirements,
- Programmatic direction,
- Draft technical requirements, and

- Draft WBS and dictionary.

Step 2: Once the program objectives are defined, the SOO is constructed so that it addresses product-oriented goals and performance-oriented requirements.

SOO and Proposal Evaluations

Section L (Instructions to Offerors) of the RFP must include instructions to the offeror that require using the SOO to construct and submit a SOW. In Section M (Evaluation Criteria) the program office should include the criteria by which the proposals, including the contractor's draft SOW, will be evaluated. Because of its importance, the government's intention to evaluate the proposed SOW should be stressed in Sections L and M.

Offeror Development of the Statement of Work

The offeror should establish and define in clear, understandable terms:

- Non-specification requirements (the tasks that the contractor must do),
- What has to be delivered or provided in order for him to get paid,
- What data is necessary to support the effort, and
- Information that would show how the offerors would perform the work that could differentiate between them in proposal evaluation and contractor selection.

**SOO Example:
Joint Air-to-Surface Standoff Missile (JASSM)
Statement of Objectives**

The Air Force and Navy warfighters need a standoff missile that will destroy the enemies' war-sustaining capabilities with a launch standoff range outside the range of enemy area defenses. Offerors shall use the following objectives for the pre-EMD and EMD acquisition phases of the JASSM program along with other applicable portions of the RFP when preparing proposals and program plans. IMP events shall be traceable to this statement of objectives:

Pre-EMD Objectives

- a. Demonstrate, at the sub-system level as a minimum, end-to-end performance of the system concept. Performance will be at the contractor-developed System Performance Specification requirements level determined during this phase without violation of any key performance parameters.
- b. Demonstrate the ability to deliver an affordable and producible system at or under the average unit procurement price (AUPP).
- c. Provide a JASSM system review including final system design, technical accomplishments, remaining technical risks and major tasks to be accomplished in EMD.

EMD Objectives

- a. Demonstrate through test and/or analysis that all requirements as stated in the contractor generated System Performance Specification, derived from Operational Requirements, are met, including military utility (operational effectiveness and suitability).
- b. Demonstrate ability to deliver an affordable and producible system at or under the AUPP requirement.
- c. Demonstrate all production processes.
- d. Produce production representative systems for operational test and evaluation, including combined development/operational test and evaluation.

At contract award the SOW, as changed through negotiations, becomes part of the contract and the standard for measuring contractor's effectiveness.